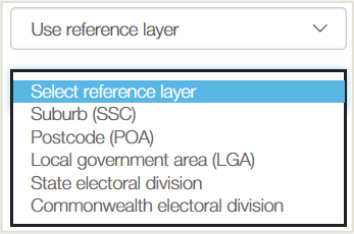
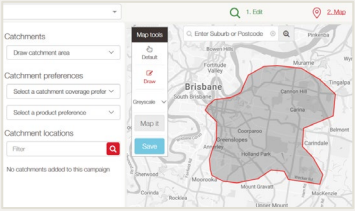
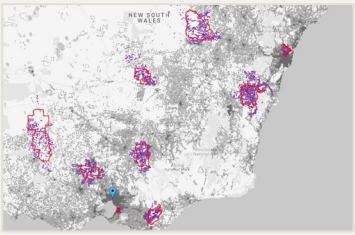
Delivering to Specific Boundaries

Using Campaign Targeter you can specify exactly where to deliver your promotional mail campaign.

You can plan your campaign by targeting suburbs, post-codes, electorates and even a single postal round or SA1*. You can also create your custom delivery areas by drawing directly onto the map, or upload a catchment area file.

Features	
Reference Layers	Select the appropriate reference layer, and use the mapping tools to include the areas that you'd like to target in your campaign. • Suburb • Postcode • Local Government Area • State Electoral Division • Commonwealth Electoral Division 
Unique Boundaries	Campaign Targeter features an easy-to-use map tool to draw and target a very specific area. 
Catchment Area File	If you already have location or service area data captured in a shapefile, you can upload this data directly into Campaign Targeter as a Catchment Area File to automatically create sub-account locations and catchment areas. 
Campaign preferences	Campaign preferences allow you to choose to deliver to your entire catchment area, or to only deliver within the catchment boundary. If maximum coverage is what your campaign needs, you can use a combination of postal rounds and SA1s to achieve this.

Note: For further refinement and control over your promotional mail campaign, you can even choose which specific postal rounds or SA1s to include or exclude from your delivery area.

*SA1s are the smallest delivery areas available and have an average population of approximately 400 persons.

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